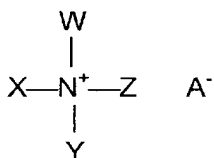


## WHAT IS CLAIMED IS:

1. A method to improve skin firmness comprising topically applying to affected skin areas a composition comprising:

(a) an effective amount of a compound of the formula:



wherein W, X, Y and Z are selected from the group consisting of hydrogen, C<sub>1</sub>-C<sub>3</sub> alkyl group, C<sub>2</sub>-C<sub>4</sub> alkanol group, wherein at least one of X, Y or Z is a C<sub>2</sub>-C<sub>4</sub> alkanol group bearing at least one hydroxyl group and optionally at least one carboxyl group, and wherein A is a mixture of anionic counterions derived from at least two pharmaceutically acceptable acids and esters thereof; and

(b) a cosmetically acceptable carrier.

2. A method according to claim 1, wherein said composition is applied to the face.
3. A method according to claim 1, wherein at least one of said acids is an alpha hydroxy acid.
4. A method according to claim 1, wherein said acids are selected from glycolic acid, citric acid, malic acid, and mixtures thereof.
5. A method according to claim 1, wherein said anionic counterion is derived from a mixture of glycolic acid and citric acid.
6. A method according to claim 5, wherein the ratio of citric acid to glycolic acid ranges from about 1:1 to about 1:5.

7. A method according to claim 1, wherein said anionic counterion is derived from a mixture of glycolic acid and malic acid.

5 8. A method according to claim 7, wherein the ratio of malic acid to glycolic acid ranges from about 1:1 to about 1:5.

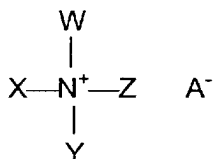
9. A method according to claim 1, wherein the pH of said composition ranges from about 4.5 to about 8.5.

10 10. A method according to claim 1, wherein said compound is an acid salt of monomethylaminoethanol, dimethylaminoethanolamine, trimethylaminoethanol, isopropanolamine, triethanolamine, isopropanoldimethylamine, isopropanoldimethylamine, ethylethanolamine, 2-butanolamine, choline and serine.

11. A method according to claim 1, wherein said compound is present at from about 0.1 to about 10 % by weight.

12. A method according to claim 1, wherein said composition is incorporated into material carrier selected from a dry wipe, a wet wipe, a puff, a hydro-gel matrix, an adhesive patch, or a non-adhesive patch.

13. A method to improve the appearance of facial contours comprising topically applying to affected skin areas a composition comprising:  
(a) an effective amount of a compound of the formula:



wherein W, X, Y and Z are selected from the group consisting of hydrogen, C<sub>1</sub>-C<sub>3</sub> alkyl group, C<sub>2</sub>-C<sub>4</sub> alkanol group, wherein at least one of X, Y or Z is a C<sub>2</sub>-C<sub>4</sub> alkanol group bearing at least one hydroxyl group and optionally at least one carboxyl group, and

wherein A is an anionic counterion derived from at least two pharmaceutically acceptable acid; and esters thereof; and

(b) a cosmetically acceptable carrier.

14. A method according to claim 13, wherein at least one of said acids is an alpha hydroxy acid.

15. A method according to claim 13, wherein said acids are selected from glycolic acid, citric acid, malic acid, and mixtures thereof.

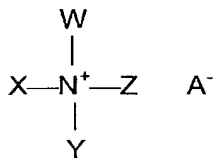
16. A method according to claim 13, wherein said anionic counterion is derived from a mixture of glycolic acid and citric acid.

17. A method according to claim 16, wherein the ratio of citric acid to glycolic acid ranges from about 1:1 to about 1:5.

18. A method according to claim 13, wherein said anionic counterion is derived from a mixture of glycolic acid and malic acid.

19. A method according to claim 18, wherein the ratio of malic acid to glycolic acid ranges from about 1:1 to about 1:5.

20. A method according to claim 19, wherein the pH of said composition ranges from about 5.5 to about 7.5.
21. A method according to claim 13, wherein said compound is an acid salt of monomethylaminoethanol, dimethylaminoethanolamine, trimethylaminoethanol, isopropanolamine, triethanolamine, isopropanoldimethylamine, isopropanoldimethylamine, ethylethanolamine, 2-butanolamine, choline and serine.
22. A method according to claim 13, wherein said compound is present at from about 0.1 to about 10 % by weight.
23. A method for reducing the appearance of sagging skin comprising topically applying to affected skin areas a composition comprising:
- (a) an effective amount of a compound of the formula:



- wherein W, X, Y and Z are selected from the group consisting of hydrogen, C<sub>1</sub>-C<sub>3</sub> alkyl group, C<sub>2</sub>-C<sub>4</sub> alkanol group, wherein at least one of X, Y or Z is a C<sub>2</sub>-C<sub>4</sub> alkanol group bearing at least one hydroxyl group and optionally at least one carboxyl group, and
- wherein A is an anionic counterion derived from at least two pharmaceutically acceptable acid; and esters thereof; and
- (c) a cosmetically acceptable carrier.